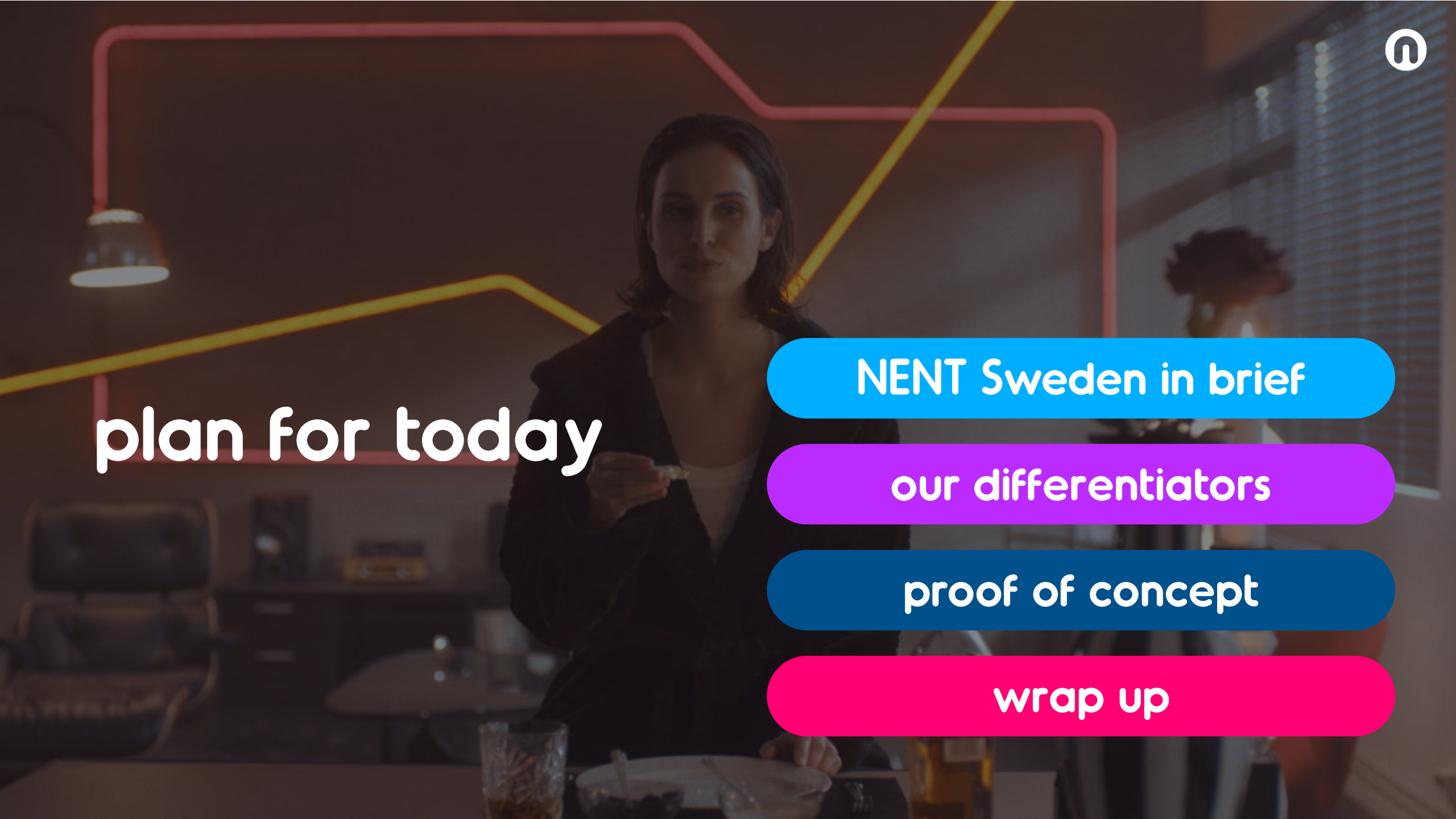
our strategy in action

Filippa Wallestam
EVP and CEO NENT Group Sweden

#nent2019
nentgroup.com



plan for today

- NENT Sweden in brief
- our differentiators
- proof of concept
- wrap up

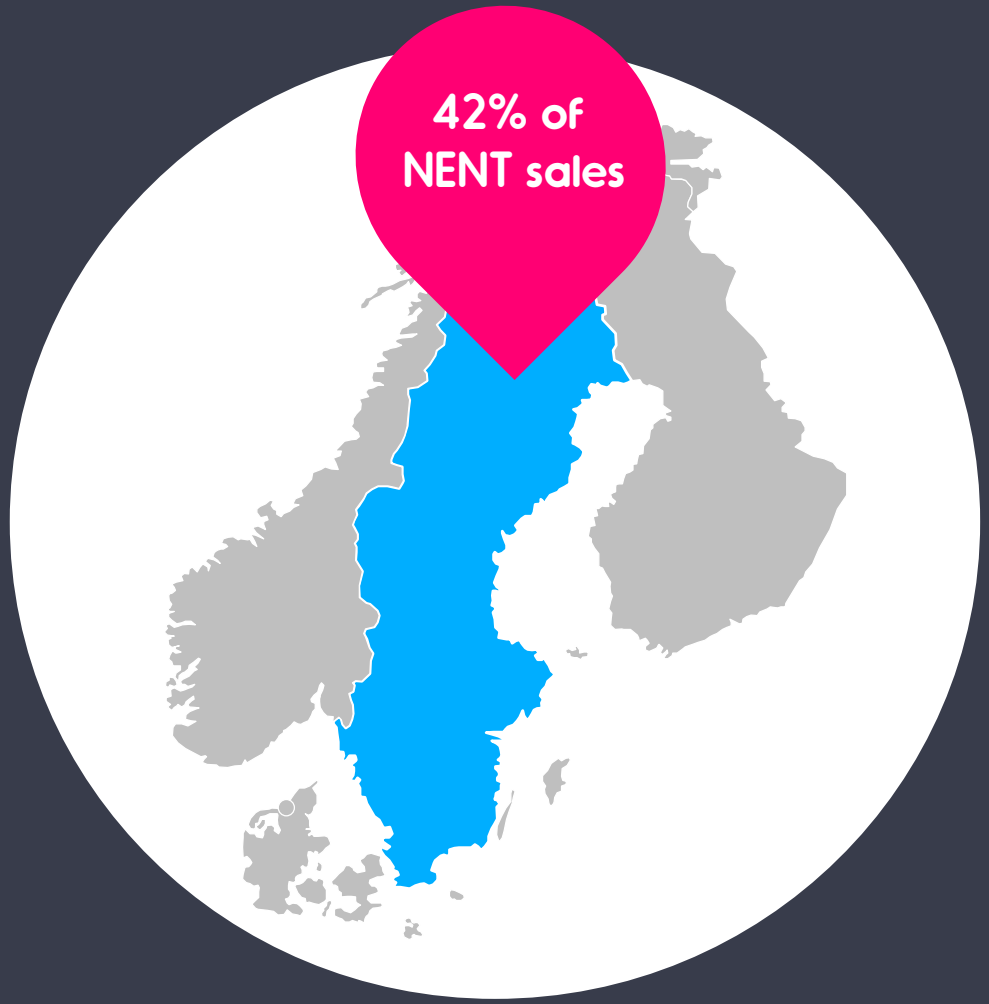
sweden is our biggest market

free TV

3 · 6 · 9 · 10

pay TV & triple play

VIASAT · 3 Sport · VIASAT SPORT HD · VIASAT FOTBOLL HD · VIASAT HOCKEY HD · VIASAT GOLF HD · VIASAT MOTOR · VIASAT SPORT HD PREMIUM · VIASAT SERIES HD · VIASAT FILM HD ACTION · VIASAT FILM HD PREMIERE · VIASAT FILM FAMILY · VIASAT FILM HD HITS · ESPORTSTV



VOD (Video On Demand)

viaplay · viafree

radio

RIX FM BÄST MUSIK JUST NU! · PIX POWER HIT RADIO · STAR FM · I LIKE RADIO · BANDIT ROCK

Note: 42 % of NENT streaming and broadcasting sales

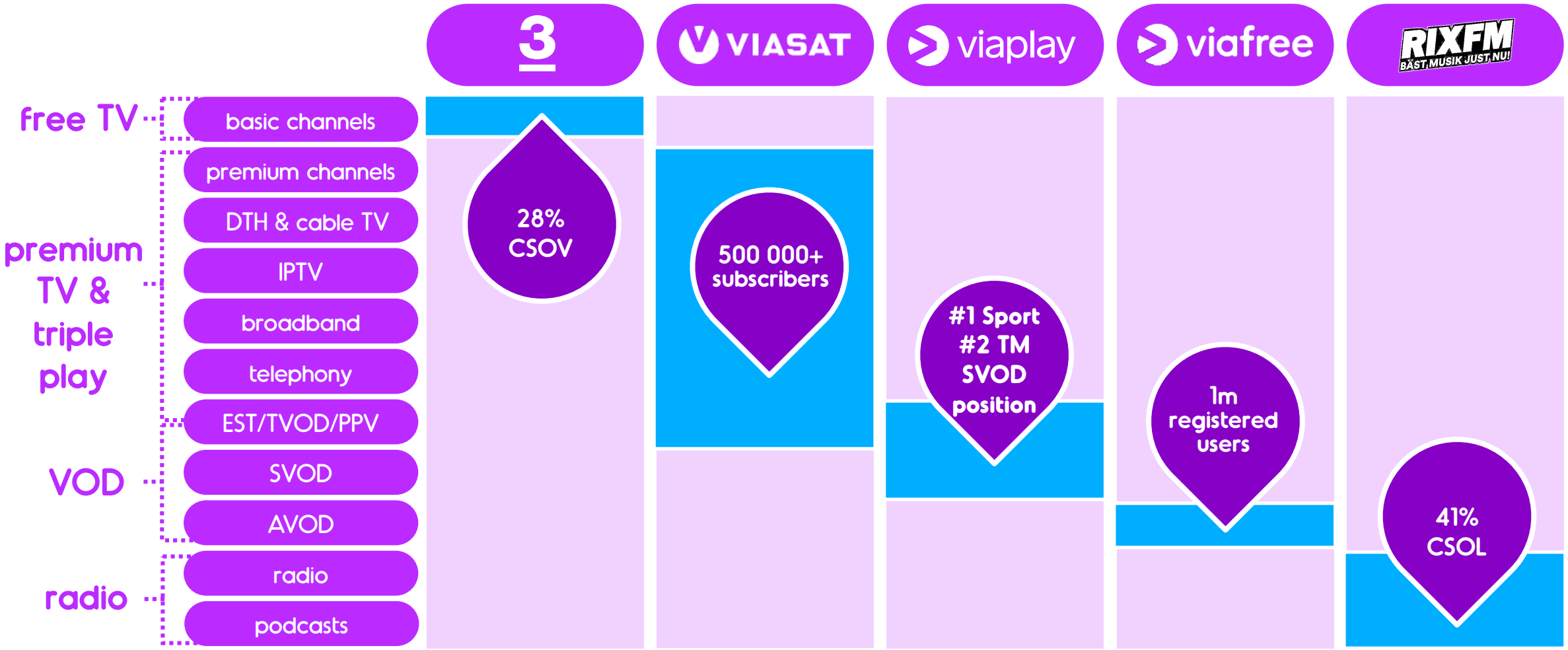
2018 was our best year...yet

2018
sales growth
+8.5%

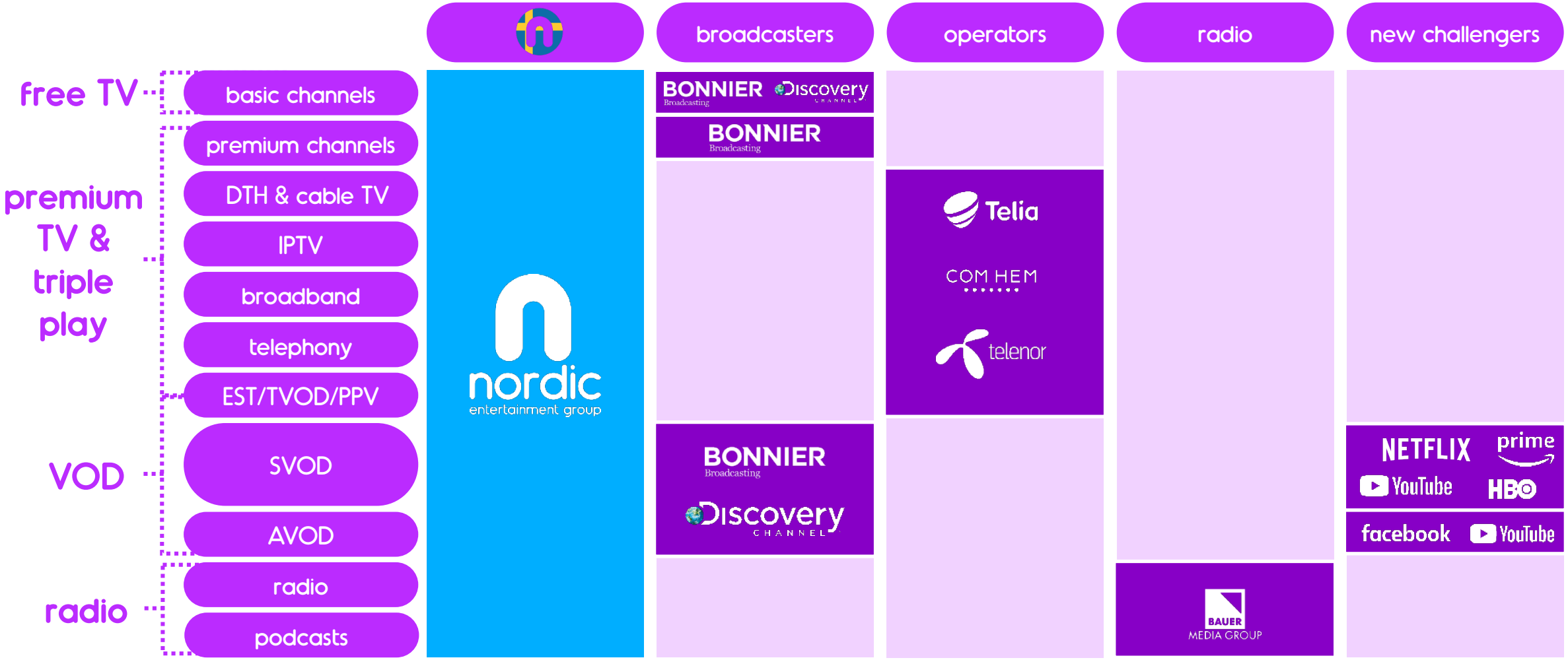
- free-TV
- pay-TV & triple play
- viaplay (SVOD)
- viafree (AVOD)
- radio

how is this
possible?

we have more windows and higher reach



making our position unique



we have the most relevant content

local

~20* Viaplay originals

~45 own produced series

international

~200+ acquired series

~500 quality movies

~7000 live sports events

* nordic productions

our outstanding portfolio of sport rights

NENT	✓ 2021	✓ 2022	✓ 2024*	✗	✓ 2021	✗	✓ 2019	✓ 2021	✓ 2022	✓ 2021	✗	✓ 2023*	✗	✓ 2021	✓ 2025	✓ 2026	✗	✗	✗	✓ 2024
BONNIER Broadcasting	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✓ 2019	✗	✗	✗	✓ 2024	✓ 2020*	✓ 2022*	✓ 2021
Discovery NETWORKS	✗	✗	✓	✗	✗	✗	✗	✗	✗	✗	✓ 2024	✗	✓ from 2020	✗	✗	✗	✗	✗	✗	✗
other	✗	✗	✗	✓ 2021	✗	✓ 2021	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗	✗

*shared rights

we have strengthen our products...

2012-2018

65% reach

august 1st 2018

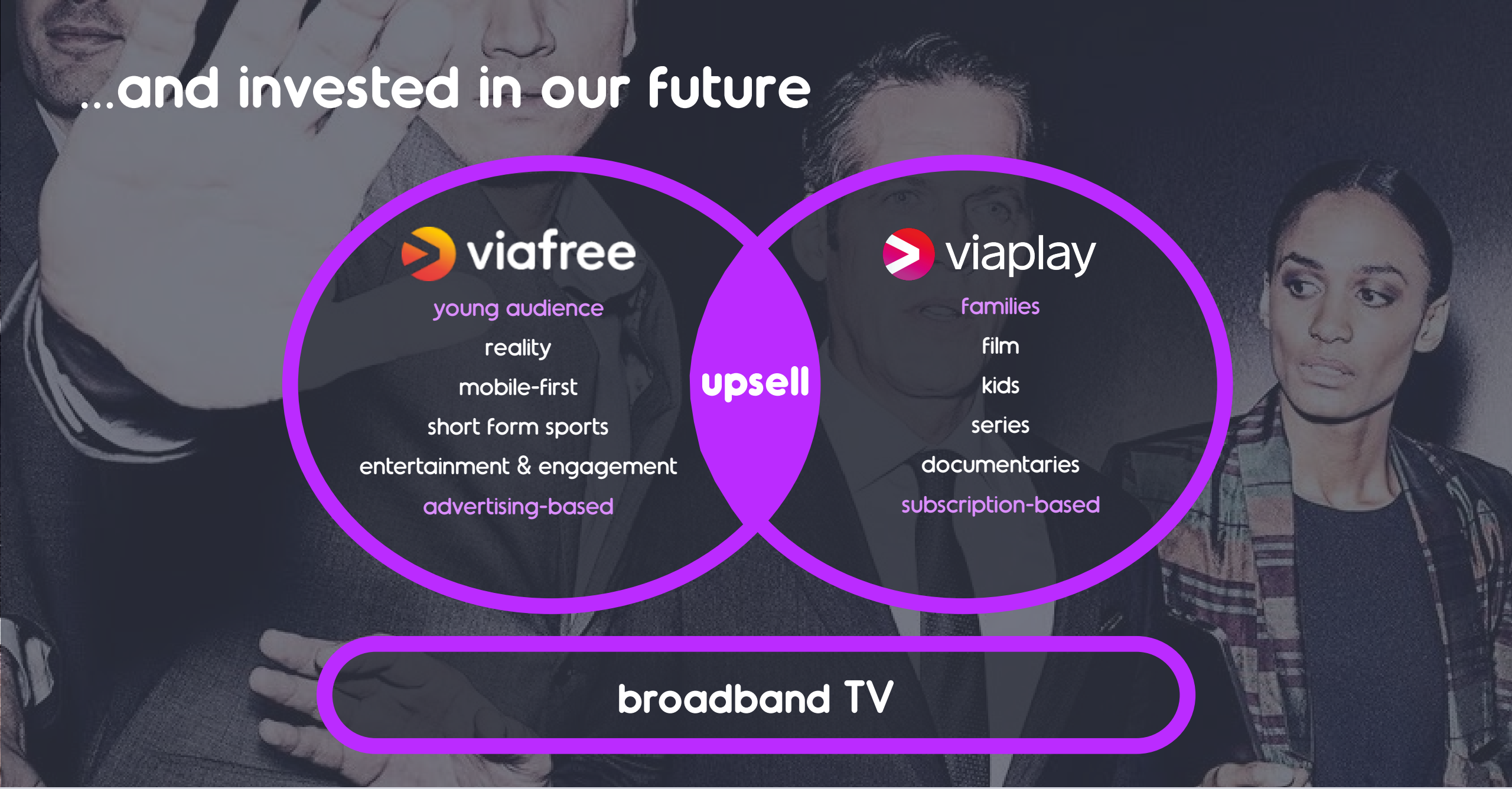
87% reach

67% reach

+23%
total share of listening
(Q4 2018 vs 17)

+33%
revenue
(Q4 2018 vs 17)

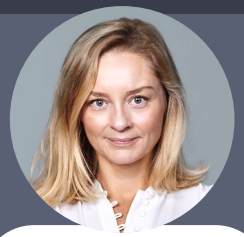
...and invested in our future



we are a well integrated mgmt team

Filippa Wallestam
EVP and CEO NENT Group Sweden

business areas



Andrea Sahlgren
SVP Ad TV and AVOD

Mahmoud Mustapha
VP and Head of Pay-TV

Dzana Dedovic
Head of Viaplay Sweden

Christer Modig
VP Radio

functions supporting all business areas

Åsa Regen Jansson
SVP & Head of Finance

Mia Suazo Eriksson
VP Marketing and Communications

Per Nunstedt
VP Sport

Michael Bärlin
VP Partnerships & Business Development

My Perrone
Head of Legal

Veronica Sjöstrand
VP Human Resources

we attract the best talents

some examples of how this drives value...

world hockey championship

4-20 may 2018

- 200+ live hours with 35 people on site
- 30 games on TV3 and TV10
- 64 all games on Viaplay
- 3.5+ million viewers during the final
- unique partnership with Aftonbladet

crime thursdays

efterlyst (wanted)

viaplay 3 viafree

crime documentaries

viaplay 3 viafree

trolljägarna (troll hunters)

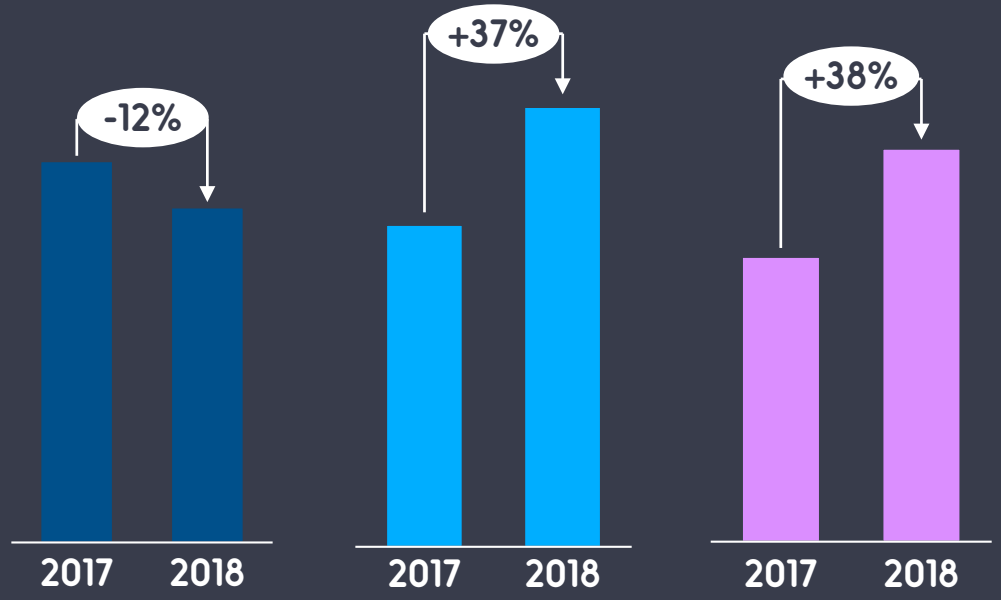
viaplay 3 viafree

I LIKE RADIO — podcast: the cases I will never forget by Hasse Aro

viafree — extra material: efterlyst the passed week

viaplay — library of documentaries

reality show: parneviks

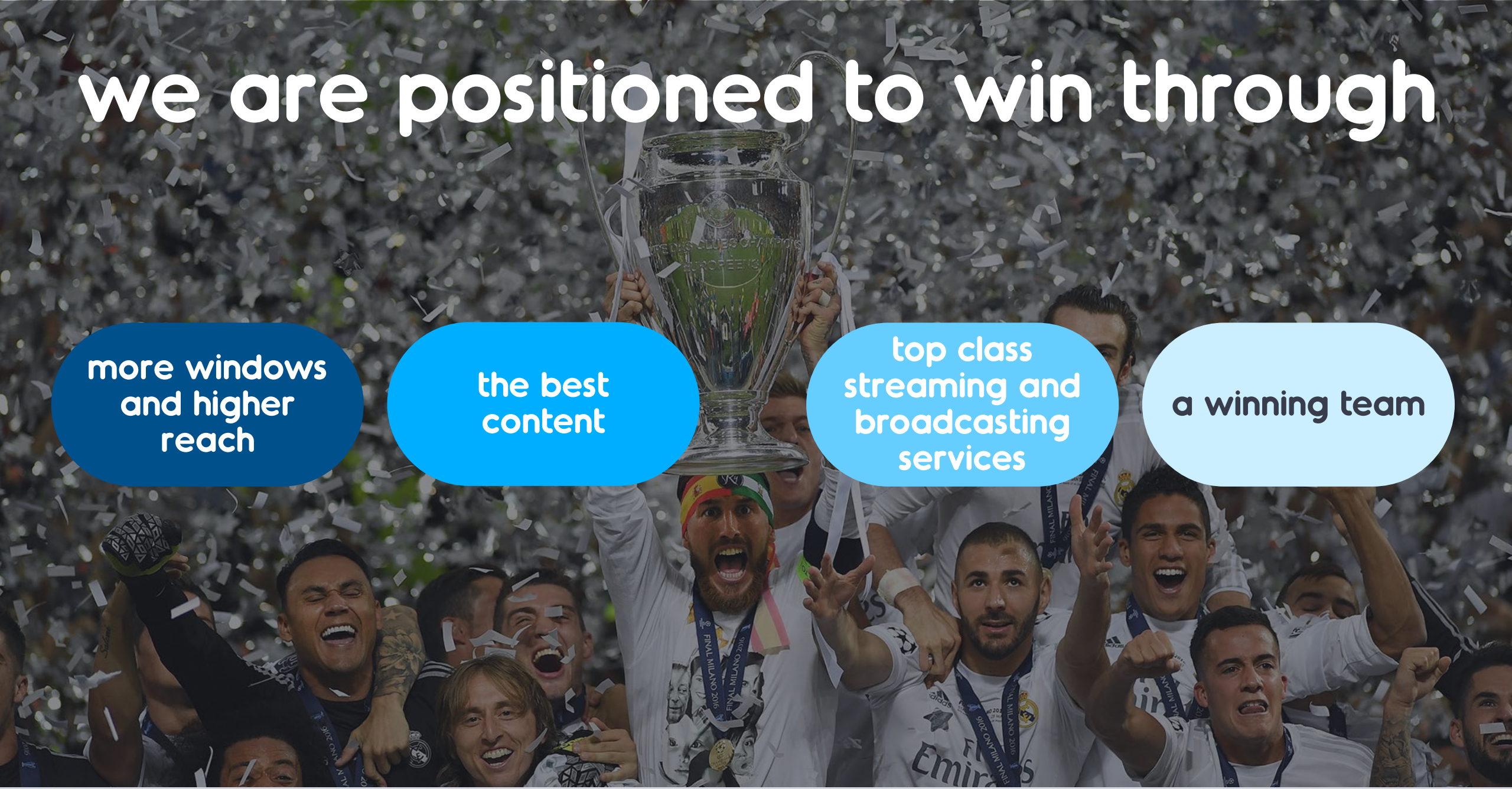


total viewing
TV3

total viewing
VOD

revenue
TV3 and VOD

we are positioned to win through



nordic
entertainment group

Q&A

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